

BIDS SHALL BE PUBLICLY OPENED AT 2:00 P.M., PREVAILING CHICAGO, IL, TIME ON March 30, 2009.

ANY QUESTIONS BEFORE AWARD CONCERNING THESE SPECIFICATIONS CALL JEFF HORBINSKI, EXT. 16. NO COLLECT CALLS.

FACSIMILE BIDS ARE ACCEPTABLE – FAX TO 312-886-2057 or -3163

U.S. GOVERNMENT PRINTING OFFICE (GPO)
200 N. LaSalle Street, Suite 810
Chicago, IL 60601-1055

PRODUCT: Saddle Stitched Books plus Mailing Envelopes.

GENERAL TERMS AND CONDITIONS (GPO CONTRACT TERMS): Any contract which results from this Invitation for Bid will be subject to the applicable provisions, clauses, and supplemental specifications of GPO Contract Terms (GPO Pub. 310.2, effective 12/1/87, revised 6/01) and GPO Contract Terms, Quality Assurance Through Attributes (GPO Pub. 310.1, effective 5/79, revised 8/02).

SUBCONTRACTING: The predominant production function is printing. Any bidder who must subcontract this function will be declared not responsible for award.

PREAWARD SURVEY: In order to determine the responsibility of the prime contractor or any subcontractor, the Government reserves the right to conduct a preaward survey or to require other evidence of technical, production, managerial, financial, and similar abilities to perform, prior to the award of a contract.

INSPECTION OF MATERIAL: The material to be furnished by the GPO may be examined at the U.S. Government Printing Procurement Office, 200 N. LaSalle St., Suite 810, Chicago, IL 60601-1055 between the hours of 9 a.m. and 4 p.m., local time, on any workday prior to bid opening.

TITLE: Parent Influencer “Scrapbook” Direct Mail

QUANTITY: 101,062 total of Item (1) books & 103,062 total of Item (2) envelopes.

NUMBER OF PAGES: Item (1): 20 plus separate cover; Item (2) Face only (prior to conversion).

TRIM SIZE: Item (1) Books: 10 x 12" & Item (2) Envelopes: 11 x 13" (converted).

GOVERNMENT TO FURNISH:

One CD with disk info sheets and a set of laser copies.

Electronic media generated on a Mac with OSX.4.11, using InDesign and Photoshop CS3. Files are in native format. Fonts are supplied. Color system used is CMYK + Pantone. Files provide for bleeds and graphics are properly linked. Item (2) may need conversion from CMYK + Pantone to CMYK only.

NOTE: If changes are made to the files furnished, during the proofing stage, at the agency's request, or per the specifications, the contractor must create a revised CD with all changes incorporated therein for return to the agency after completion of the order.

GPO "VERIFICATION OF DELIVERY" form. Contractor **MUST** complete this form and fax to GPO Chicago, Attn: Rudy Fernandez, **WITHIN 24 HOURS OF DELIVERY**. Failure to follow this procedure may result in delayed payment after invoicing.

BASIC CHECK OF FURNISHED MEDIA AND FILES: Prior to image processing, the contractor is responsible for performing a basic check (preflight) of the furnished media and files. If any errors, media damage, or data corruption that might interfere with proper file imaging are discovered during inspection by the contractor, work should be discontinued after the entire order has been inspected.

Further instructions should be requested from the GPO Contract Administrator. This preflight should identify any problem areas with the digital file submission and should include but not be limited to missing or damaged fonts, damaged disks, missing bleeds, improper trim size and/or margins, only low resolution files included for illustrations, and improper color definition. The contractor is also responsible for creating or altering any necessary trapping, setting proper screen angles and frequency, adjusting copy for trim size and folds, and defining proper file output selection for the imaging device being used. All furnished files must be imaged as necessary to meet the assigned Quality Assurance Through Attributes Program (QATAP) level.

CONTRACTOR TO FURNISH: All materials and operations, other than those listed under "Government to Furnish," necessary to produce the product(s) in accordance with these specifications.

IDENTIFICATION MARKS: Identification markings such as register marks, ring folios, rubber stamped jacket numbers, commercial identification marks of any kind, etc., form number, and revision date, carried on copy or film, must not print on finished product.

GPO IMPRINT: The GPO Imprint is waived.

FILMS: Films are NOT required; computer to plate is acceptable and is the preferred method of production. At the contractor's option, they may use film, however, the Government will not pay for any film costs, even if these costs are the result of author's alterations. For example, if changes were made at the proof stage, the Government will pay for the digital corrections and new proofs (if required), but not for films. Such proof charges must be charged at the rate for digital proofs, not "from film" proofs. Minimum 150 line screen required on halftones.

PROOFS: Deliver proofs on or before 4/6/2009 to two destinations. Proofs will be withheld not more than **1 workday** from receipt in agency until contractor is notified to pick them up. Contractor must not print prior to receipt of an "OK to print". A copy of the Purchase Order and a return air bill must also be furnished with the proofs. Notify Jeff Horbinski at the U.S. GPO, 312-353-3916 x 16 or at jhorbinski@gpo.gov the morning proofs will be delivered.

Due to security requirements at the Navy Recruiting Command, all proofs must be delivered via FedEx and include a FedEx return airbill. NO EXCEPTIONS.

Proof approval will come from Marcia Coxon.

2 sets for each item of digital color content proofs. Provided direct to plate is used to produce the final product. Proofs must be created using the same Raster Image Processor (RIP) that will be used to produce the product. At contractor's option, a film-based composite blueline may be submitted. Proofs shall be collated with all elements in proper position (not pasted up), imaged face and back, trimmed and folded to the finished size of the product.

2 sets for each item of digital one-piece composite laminated color proofs on the actual production stock (Kodak Approval, Screen TrueRite, Dupont Thermal Waterproof, Polaroid PolaProof, CreoSpectrum, or Fuji Final Proof) with a minimum resolution of 2400 dpi. At contractor's option, a film-based composite laminated color proof on the actual production stock may be submitted provided direct to plate is used to produce the final product. The make and model number of the proofing system utilized shall be furnished with the proofs.

These proofs must have all elements in press configuration and must indicate margins. Proofs will be used for color match on press and must show dot structure. Inkjet, photographic, and overlay proofs are not acceptable. The proofs must contain color control bars for each color of ink on the sheet. Control bars must be placed parallel to the press's ink rollers. The control bars (such as Brunner, GATF, GRETAG, or RIT) must show areas

consisting of minimum 3/16" x 3/16" solid color patches; tint patches of 25, 50 and 75%; dot gain scale; and gray balance patches for process color (if applicable). These areas must be repeated consecutively across the sheet.

Pantone colors may be substituted with a similar color but may not be built out of the four process colors.

Spot coatings may be shown as either a digital content proof or as an overlay on the one-piece laminated proofs.

STOCK: The specifications of all stock furnished must be in accordance with those listed herein or listed for the corresponding JCP Code numbers in the "Government Paper Specification Standards No. 12" dated February 2008.

Item (1) Book: Cover – Similar or equal to White Utopia One X "U1X" – Xtra Bright – Silk Cover, 100lb.
Text – Similar or equal to White Utopia One X "U1X" – Xtra Bright – Silk Text, 100lb.

Stocks used must be from same paper manufacturer and family, with equal brightness ratings.

Item (2) Envelope: JCP Code* V20, Writing Envelopes, White, Basis Size 17 X 22", 28lb.

PRINTING:

Item (1) Book: Covers print full bleed 4-color process illustrations, tints/solids with reversing, and type & line matter; plus a 5th spot color Pantone 662 Blue on Cover 4. After printing, spot coat covers 1 and 3 as indicated in lasers with a clear, nonyellowing gloss varnish.

Text pages print full bleed 4-color process illustrations, tints/solids with reversing, and type & line matter. After printing, spot coat three text pages as indicated in lasers with a clear, nonyellowing gloss varnish.

Item (2) Envelopes: Face prints a 4-color process illustration and type matter. After printing, spot coat the process color illustration as indicated in lasers with a clear, nonyellowing gloss varnish.

MARGINS: Item (1) Book: Follow disk, bleeds uncommon; and
Item (2): Follow disk, no bleed, adequate gripper.

INK: Item (1) Book: 4-color process, PMS 662 Blue, & Gloss Varnish; and
Item (2): 4-color process & Gloss Varnish.

CONSTRUCTION:

Item (1) Book: Saddle stitch in two places along the left, 12" dimension, and trim 3 sides. Wraparound cover, trim flush. Score covers to avoid cracking which may be grounds for order rejection.

Item (2) Envelopes: Open side, diagonal seams, fully gummed flap.

PACKAGING, LABELING AND MARKING: Noncompliance with the packing and marking instructions will be cause for the Government to take corrective action in accordance with GPO Pub. 310.2. Label in accordance with GPO contract Terms.

Pack each item separately and identify.

Pack suitable in shipping containers not to exceed 45 lbs. per container when fully packed. Use only new corrugated or solid fiberboard containers with a minimum bursting strength of 275 p.s.i. Do NOT mix items within a shipping container.

Labels must include the title, jacket number, item code, and quantity.

PALLETIZING: Contractor will be required to furnish pallets, in shipping containers, when the containers fill two or more layers on the pallet.

QUALITY ASSURANCE LEVELS AND STANDARDS: The following levels and standards shall apply to these specifications:

Product Quality Level:

- (a) Printing (page related) Attributes-Level II.
- (b) Finishing (item related) Attributes-Level II.
- (c) Exception: None.

Inspection Levels (from ANSI/ASQC Z1.4):

- (a) Non-destructive Tests - General Inspection Level I.
- (b) Destructive Tests - Special Inspection Level S-2.

Specified Standards: The specified standards for the attributes requiring them shall be:
Attribute: Specified Standard.

P-7. Type Quality and Uniformity: OK Proofs

P-9. Solid and Screen Tint Color Match: Pantone Matching System

P-10. Process Color Match: OK Proofs

QUALITY ASSURANCE RANDOM COPIES Contractor must submit at his/her expense **50** copies of each item to the U.S. Government Printing Office, Printing Procurement - Stop PPSQ, Quality Assurance Section, 732 North Capitol St., NW, Rm. C848, Washington, DC 20401. These will be inspected and tested for conformance to the product specifications. The following sampling plan will be employed for selecting the samples you are to furnish for inspection:

1. Divide the entire lot into **50** sublots.
2. Select one copy from each subplot. Do not choose copies from the same general area in each subplot.
3. Sign and date the selection certificate and pack it with the Quality Assurance Random Copies along with a copy of the specification.
4. Ship the copies using the address label provided by traceable method.

DEPARTMENTAL QUALITY SAMPLES (blue label): The following sampling plan will be employed for selecting **200** samples for each item. Include with original delivery to the agency address listed in the specification above. Do Not Deliver these copies to GPO.

1. Divide the entire lot into **200** sublots.
2. Select one copy from each subplot. Do not choose copies from the same general area in each subplot.
3. Sign and date the selection certificate and pack it with the inspection samples and a copy of these specifications.

Random selected samples must be packed separately and identified by a Government-furnished blue colored label which is to be affixed to each container. The random sample copies must be recorded separately on all shipping documents. The random inspection samples constitute a part of the total quantity ordered; no additional charge will be allowed.

DISTRIBUTION: F.o.b. Destination.

All expenses incidental to picking up and returning materials and furnishing sample copies must be borne by the contractor. Contractor must pickup all furnished materials from the GPO location (Chicago, IL) as specified below.

Deliver (all freight charges must be included in bid) via Traceable means to the following addresses.

PROOFS, GFM, and 5 copies of each item to Navy Recruiting Command, 5722 Integrity Drive, Bldg. 784, Millington, TN 38054, Attn: Marcia Coxon, 901-874-9424.

PROOFS and 5 copies of each item to Campbell-Ewald, 30400 Van Dyke Avenue, Warren, MI 48093, Attn: Lisa Hancock, 586-558-4116.

Deliver 101,000 copies of Item (1) and 103,000 copies of Item (2) to TGI Direct, 5365 Hill-23 Road, Flint, MI 48507, Attn: Renee Kowal, 800-337-2237.

50 QARCS of each item to U.S. Government Printing Office, Printing Procurement – Stop PPSQ, Quality Assurance Section, 732 North Capitol St., NW, Rm. C848, Washington, DC 20401.

2 samples of each item marked “Inspection Copies” and with GPO jacket number to U.S. Government Printing Office, Chicago Regional Printing Procurement Office, 200 North LaSalle St., Suite 810, Chicago, IL 60601, Attn: Compliance.

RECEIPTS: Within 24 hours of shipment, contractor must fax copies of the shipping receipts, with Jacket number, title, and tracking information specified, to Marcia Coxon @ fax number 901-874-9278.

SCHEDULE: See Notice of Compliance with Schedules in GPO Pub. 310.2.

Award will be made and Government furnished material and purchase order will be available for pickup at the Chicago GPO **on or before April 1, 2009.**

All required Proofs are due on or before April 6, 2009 and will be withheld not more than 1 workday from receipt to call to contractor for pickup. Deliver proofs to the above Millington, TN, and Warren, MI, addresses. Approval will come from Marcia Coxon. Notify Jeff Horbinski (312-353-3916, ext. 16), U.S Government Printing Office, the morning of proof delivery. Clearly mark package(s) with the jacket number and the word “PROOFS.”

Printed Preproduction Samples are due within 5 workdays of receipt of Ok'd proofs and will be withheld not more than 2 workdays from receipt by the Government to call to contractor for pickup. Clearly mark packages to each location with the jacket number and the word “**PREPRODUCTION SAMPLES.**”

Contractor must make complete delivery on or before April 17, 2009.

OFFERS: To submit a bid, the bidder must return a signed, completed, GPO Form 910. GPO Form 910 can be downloaded at <http://www.gpo.gov/printforms/pdf/bids910.pdf>. Envelopes containing bids must be identified with the designation “**BID ENCLOSED**”, **THE JACKET NUMBER AND THE BID OPENING TIME AND DATE.**

Offers must include the cost of all materials and operations for the total quantity ordered in accordance with these specifications. In addition, a price must be submitted for **each additional 1,000 copies.** The price for additional quantities must be based on a continuing run, exclusive of all basic or preliminary charges, (i.e., running rate not including makeready) and will not be a factor for determination of award.

Bids must be received by the exact date and time specified.

PAYMENT: Submit all vouchers to: Comptroller, Stop FMCE, Financial Management Services, U.S. Government Printing Office, Washington, D.C. 20401.

	BID PRICE	ADDED RATE/M
Item (1) Books:	\$_____	\$_____
Item (2) Envelopes:	\$_____	\$_____
TOTAL BID \$_____		